

Statewide Lodging Performance by County Third Quarter 2012

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2012	% Change	2012	% Change	2012	% Change	2012	% Change	2012	% Change
Apache	61.9%	-6.1%	86.05	2.0%	53.22	-4.2%	55,940	-6.2%	90,436	0.0%
Cochise	45.0%	-7.4%	68.90	0.0%	30.99	-7.3%	125,936	-7.4%	279,987	0.0%
Coconino	84.5%	2.4%	106.88	2.9%	90.29	5.3%	838,186	1.6%	992,160	-0.8%
Gila	57.9%	14.9%	71.09	-1.7%	41.18	13.0%	62,511	14.7%	107,916	0.0%
Graham	49.8%	18.5%	74.65	9.3%	37.16	29.5%	28,396	18.5%	57,040	0.0%
Greenlee	N/A		N/A		N/A		N/A		N/A	
La Paz	51.4%	9.1%	59.76	-4.1%	30.74	4.6%	29,385	9.1%	57,132	0.0%
Maricopa	48.2%	0.7%	82.69	0.1%	39.82	0.9%	2,655,153	1.6%	5,514,239	0.9%
Mohave	58.4%	-2.6%	64.38	0.6%	37.62	-2.0%	227,888	-2.8%	390,040	0.0%
Navajo	59.7%	1.4%	75.71	3.4%	45.19	4.9%	174,569	-0.5%	292,468	-1.9%
Pima	50.7%	0.2%	75.29	-2.3%	38.15	-2.2%	736,483	-0.7%	1,453,348	-0.8%
Pinal	43.8%	-10.6%	64.49	1.4%	28.24	-9.4%	88,881	-10.9%	202,952	-0.1%
Santa Cruz	40.8%	-14.4%	68.69	-3.0%	28.02	-16.9%	39,964	-14.5%	97,980	0.0%
Yavapai	60.8%	3.0%	119.27	4.2%	72.53	7.3%	274,834	2.7%	451,964	-0.2%
Yuma	47.7%	-2.1%	68.61	-4.4%	32.76	-6.3%	164,092	-2.6%	343,712	0.0%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available